

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### **Listing of Claims**

1. (Currently Amended) A contents market research system for researching marketability of a picture content based on contents polling information given by a pollee and displaying the result, the system comprising:

a contents market research apparatus comprising:

contents introduction information storage means for storing content introduction information for introducing said picture content to said pollee;

contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means;

contents polling information receiving means for receiving the contents polling information that includes said polling information for said picture content;

contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving means;

poll result counting means for discriminately counting said contents polling information entered by a predetermined pollee determined before said content introduction information is opened to a general pollee and said contents polling information entered by said general pollee; and

a display for displaying business profitability when said picture content is commercialized on a display apparatus,

wherein if personal information is included in the contents polling information, the personal information is counted in addition to ballots of each picture content and a marketable field of the picture content is specified based on the counted result of the personal information;

wherein advertisements are sent directly to the pollee based on the contents polling information and the personal information included in the contents polling information;

wherein said contents introduction information is classified into separate subdivisions as a function of subject matter;

wherein said contents introduction information is sent to a contents polling apparatus of said pollee who is suitable for said subject matter;

wherein a result counted by said poll result counting means indicates the most marketable picture content and said picture content is selected to be commercialized based on the result;

~~wherein said picture content has a profitable line to be applied when said picture content is to be commercialized; and~~

wherein a purchase intention on the basis of cost and a sales offer transmission request are included in the content polling information, and

said contents polling apparatus comprising:

contents introduction information receiving means for receiving said content introduction information sent by means of said contents introduction information sending means;

contents introduction information display means for displaying said  
content introduction information;  
contents polling means for entering said contents polling information; and  
contents polling information sending means for sending said contents  
polling information entered by said contents polling means.

2. (Previously Presented) The contents market research system as claimed in  
claim 1, wherein said content introduction information includes said picture content.

3. (Previously Presented) The contents market research system as claimed in  
claim 1, wherein said contents introduction information sending means sends said content  
introduction information that has been classified as a function of subject matter.

4. (Previously Presented) The contents market research system as claimed in  
claim 1, wherein said contents polling information includes personal information of said pollee.

5. (Previously Presented) The contents market research system as claimed in  
claim 1, wherein said contents polling information includes the merchandise purchase intention  
information of said pollee to be activated when said content is commercialized.

6. (Previously Presented) The contents market research system as claimed in  
claim 1, wherein said predetermined pollee is provided a greater quantity of ballots than said  
general pollee.

7. (Previously Presented) The contents market research system as claimed in claim 1, wherein said poll result counting means generates said business profitability as a function of said picture content.

8. (Previously Presented) The contents market research system as claimed in claim 1, wherein said contents polling information includes the information indicating whether said pollee wants sales advertisement of merchandise.

9. (Currently Amended) A contents market research apparatus for researching the marketability of a picture content before commercialization based on contents polling information given by a pollee comprising:

contents introduction information storage means that stores the content introduction information for introducing said picture content to said pollee;

contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means;

contents polling information receiving means for receiving the contents polling information that includes said polling information for said picture content;

contents polling information storage means for storing said contents polling information received by said contents polling information receiving means;

poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by one or more predetermined pollees determined before said

content introduction information is opened to one or more general pollees and said contents polling information entered by said general pollees and for displaying the business profitability to be obtained when said content is commercialized, wherein if personal information is included in the contents polling information, the personal information is counted in addition to ballots of each picture content and a marketable field of the picture content is specified based on the counted result of the personal information,

wherein advertisements are sent directly to the pollee based on the contents polling information and the personal information included in the contents polling information;

wherein said contents introduction information is classified into separate subdivisions as a function of subject matter;

wherein said contents introduction information is sent to a contents polling apparatus of said pollee who is suitable for said subject matter;

wherein a result counted by said poll result counting means indicates the most marketable picture content and said picture content is selected to be commercialized based on the result; and

wherein a purchase intention on the basis of cost and a sales offer transmission request are included in the content polling information, wherein said picture content has a profitable line to be applied when said picture content is to be commercialized.

10. (Currently Amended) A contents market research method used for researching the marketability of a picture content before commercialization based on contents polling information given by one or more pollees, the method comprising:

introducing said picture content to said one or more pollees;

storing the picture content introduced to said one or more pollees;  
sending said stored picture content introduced to said one or more pollees;  
receiving contents polling information from said one or more pollees;  
storing said received contents polling information;  
discriminately counting said stored contents polling information as a function of  
contents polling information entered by one or more predetermined pollees determined before  
said content introduction information is opened to one or more general pollees and said contents  
polling information entered by said general pollees; and

determining a business profitability to be obtained when said content is  
commercialized,

wherein if personal information is included in the contents polling information,  
the personal information is counted in addition to ballots of each picture content and a  
marketable field of the picture content is specified based on the counted result of the personal  
information,

wherein advertisements are sent directly to the pollee based on the contents  
polling information and the personal information included in the contents polling information;

wherein said contents introduction information is classified into separate  
subdivisions as a function of subject matter;

wherein said contents introduction information is sent to a contents polling  
apparatus of said pollee who is suitable for said subject matter;

wherein a result counted by said counting step indicates the most marketable  
picture content and said picture content is selected to be commercialized based on the result; and

wherein a purchase intention on the basis of cost and a sales offer transmission request are included in the content polling information, wherein said picture content has a profitable line to be applied when said picture content is to be commercialized.

11. (Currently Amended A program, stored on a computer-readable medium researching marketability of a picture content before commercialization based on contents polling information, the program comprising the steps of:

introducing said picture content to one or more pollees;

storing said picture content introduced to said one or more pollees;

sending said stored picture content to the one or more pollees;

receiving contents polling information related to said content, from said one or more pollees;

storing said received contents polling information;

discriminately counting said stored contents polling information entered by one or more predetermined said pollees determined before said content introduction information is opened to one or more general pollees and said contents polling information entered by said general pollees; and

determining business profitability to be obtained when said picture content is commercialized,

wherein if personal information is included in the contents polling information, the personal information is counted in addition to ballots of each picture content and a marketable field of the picture content is specified based on the counted result of the personal information,

wherein advertisements are sent directly to the pollee based on the contents polling information and the personal information included in the contents polling information;

wherein said contents introduction information is classified into separate subdivisions as a function of subject matter;

wherein said contents introduction information is sent to a contents polling apparatus of said pollee who is suitable for said subject matter;

wherein a result counted by said counting step indicates the most marketable picture content and said picture content is selected to be commercialized based on the result; and

wherein a purchase intention on the basis of cost and a sales offer transmission request are included in the content polling information, wherein said picture content has a profitable line to be applied when said picture content is to be commercialized.